

# Social Media

## Best Practices Training 2021



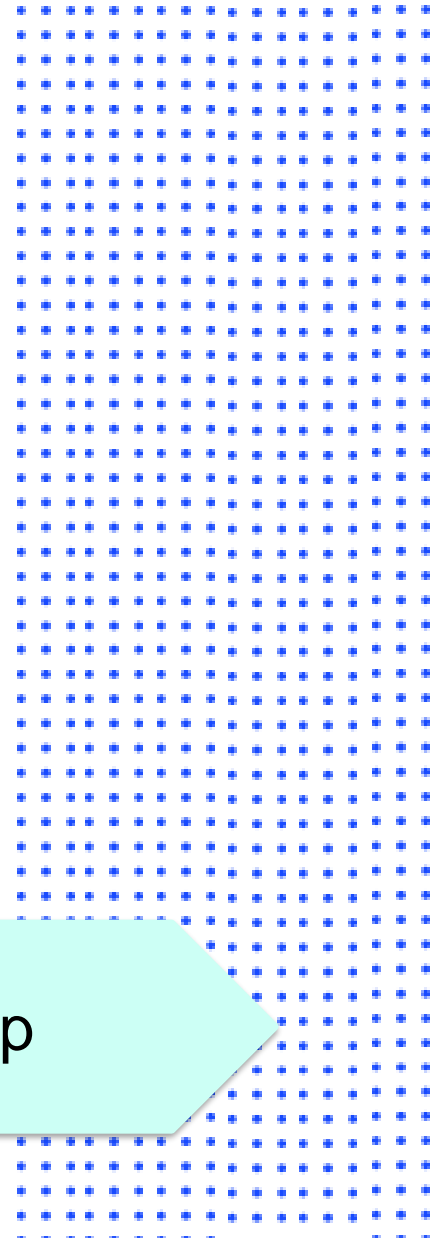
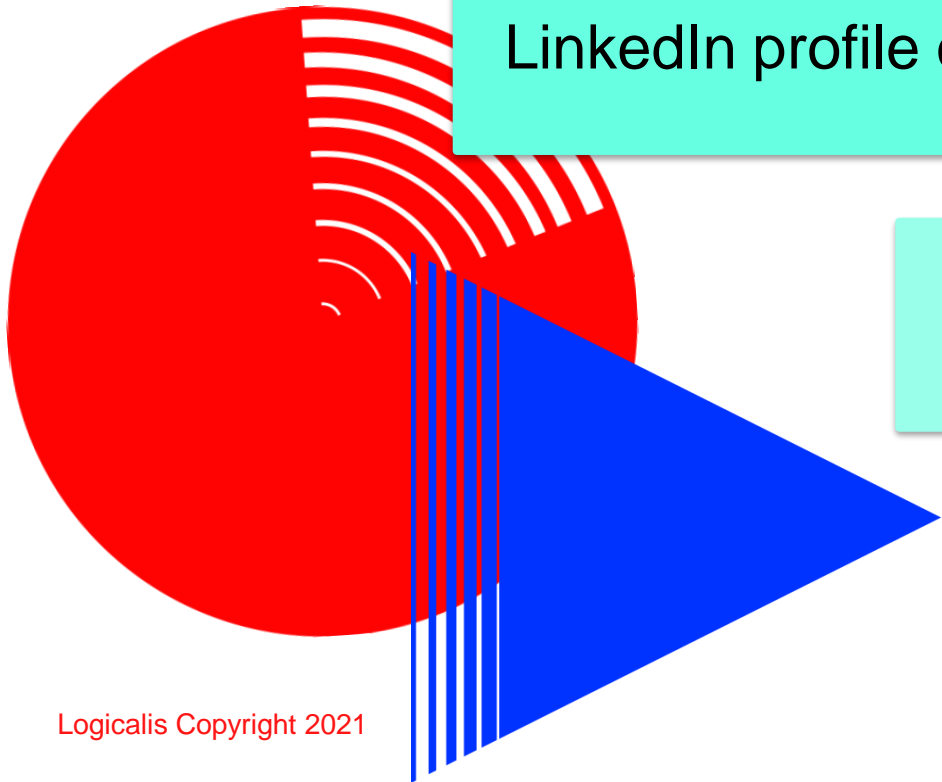
# Agenda

Social channels

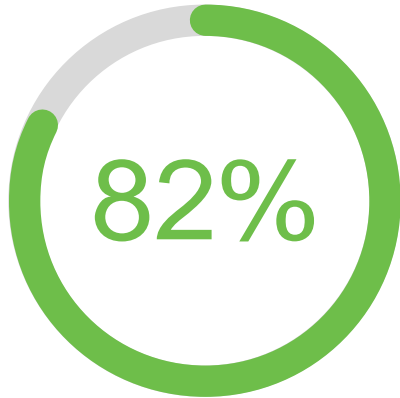
LinkedIn profile optimization

Best practices  
and what to avoid

Resources recap



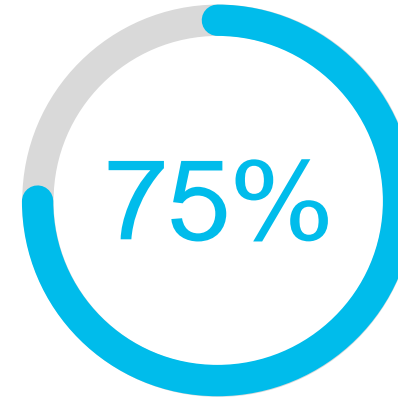
# How Does a Social Media Presence Help?



## Understand customer needs in real-time

82% of prospects can be reached via social media.

- Source: [LinkedIn](#)



## Establish your credibility

75% of B2B buyers consult social media when making purchasing decisions.

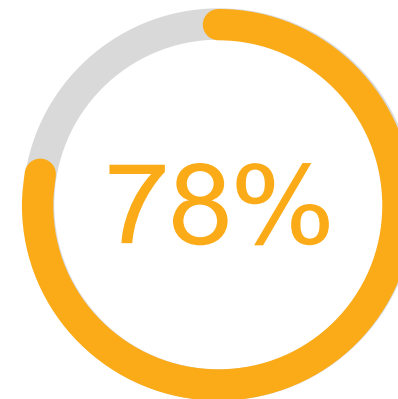
- Source: [IDC](#)



## Get warm introductions to decision-makers

90% of decision makers say they never respond to cold outreach.

- Source: [Harvard Business Review](#)



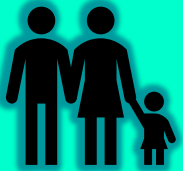
## Outsell your competition

78% of salespeople involved in social selling are outselling their peers.

- Source: [Forbes](#)

# All about Facebook

*Facebook is a social networking platform intended for users to create personalized profiles as opposed to LinkedIn's business professional approach.*



## Quick Facts

- ✓ Facebook is used more for personal updates rather than business updates.
- ✓ Be more cognizant of what you post as you may choose to share more of your personal life on this platform.
- ✓ Choose to set your profile to public or private.
- ✓ Always ask permission to post pictures or content from colleagues or customers, especially if they don't use Facebook for business.

# All About LinkedIn

## Quick Facts

- ✓ Ensure your profile is up-to-date with your relevant work and education history.
- ✓ Ensure your profile picture is business professional.
- ✓ List any certifications or achievements, especially if they are relevant to your current role.
- ✓ Set a goal to post or engage with connections 2-4 times a week.
- ✓ Keep track of your LinkedIn SSI Score. This tool gives you a personalized score measured by how well you engage and how established your profile is.



*LinkedIn is a networking site used for employed professionals or professionals seeking employment and connection opportunities.*

*Businesses (like Logicalis) use LinkedIn for promotion, hiring and general networking.*




# LinkedIn Profile Deep-Dive

- ✓ **Banner photo** – can be Logicalis branded or a photo relevant to you like a skyline view of your hometown
- ✓ **Professional photo** – current, clear, & professional-looking; a clear representation of what you look like in a professional setting
- ✓ **Compelling headline** – list your title along with a value statement around how you help your customers
- ✓ **Customized public profile URL** – ideally, this should be your real name
- ✓ **Summary/“About”** – include a short 2-3 paragraph summary. It should be written in the 1<sup>st</sup> person and tell your story while conveying your passion and expertise.
- ✓ **Current and past positions** – list your current and past positions, focusing on the role you play(ed) and the value you provide to customers. These should also be in 1<sup>st</sup> person.



Solution Architect at LogicalisUS - Empowering Customer Success & Business Outcomes through Technology

 [linkedin.com/in/perry-szarka/](https://www.linkedin.com/in/perry-szarka/)

# LinkedIn Profile Examples



**Perry Szarka** · 2nd  
Solution Architect at LogicalisUS - Empowering Customer Success & Business Outcomes through Technology  
Buford, Georgia, United States · [Contact info](#)

LogicalisUS  
 Cuyahoga Community College

**Jazminne Cottingham** (She/Her) · 2nd  
Problem Solver and Goal Achiever for my Customers and Partners.  
Fishers, Indiana, United States · [Contact info](#)

LogicalisUS  
 Purdue University

**Paula Jordan, MBA, ITIL v4** · 1st  
Sales Pursuits & Client Presentations | ServiceNow | Versatile Technical Engagement Manager | Consulting | ITIL Process  
Greater Rockford Area · [Contact info](#)

LogicalisUS  
 Northern Illinois University

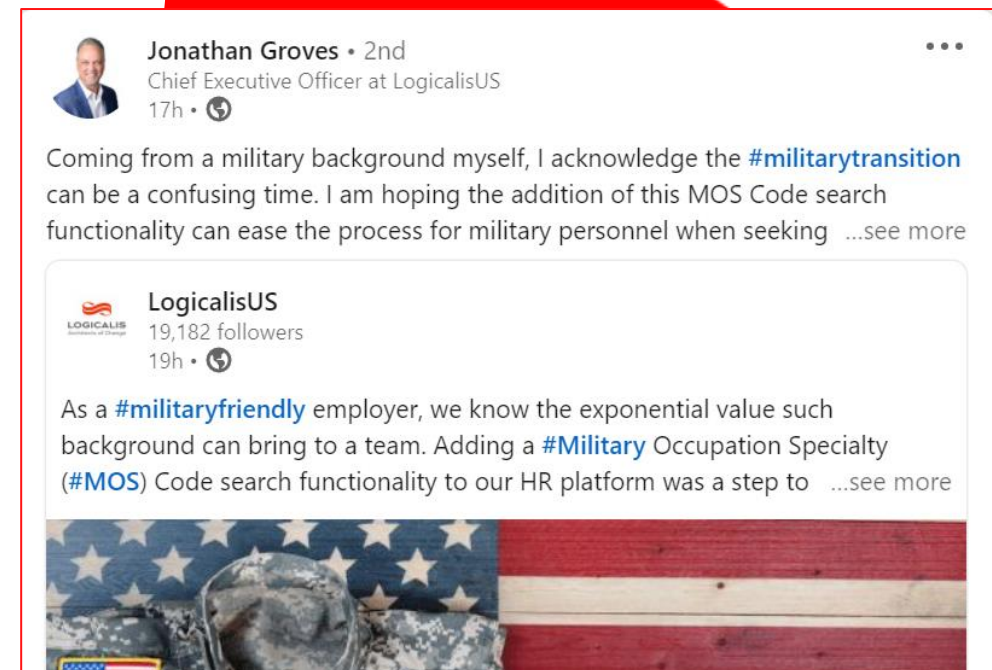
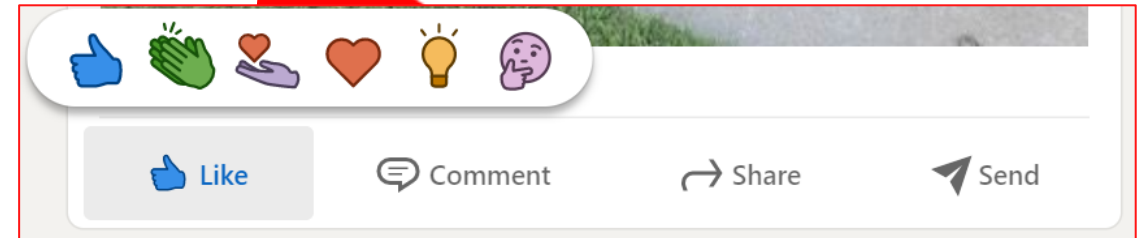
**Dwight Goble** · 1st  
Cloud Solutions Architect, focused on digitally transforming businesses with the power of Azure cloud  
Greater Chicago Area · [Contact info](#)

LogicalisUS

# Engagements

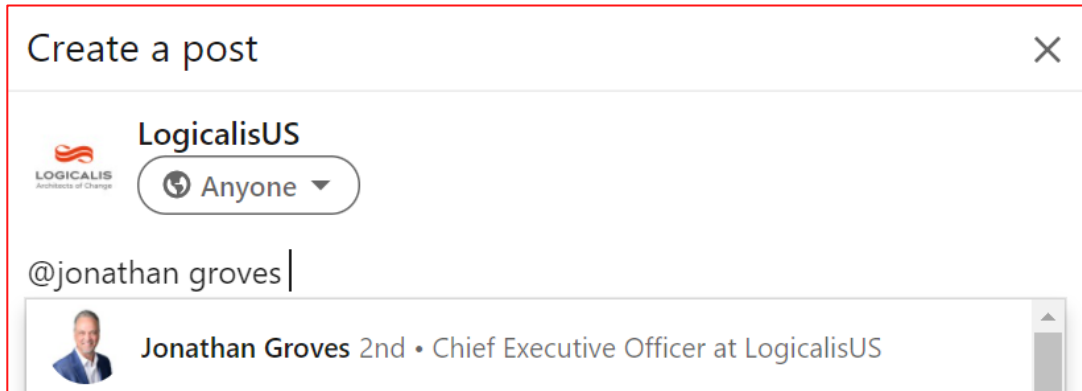
## Quick Facts

- ✓ Engaging with a post can mean to react, share, or comment.
- ✓ Reactions: like, celebrate, support, love, insightful, or curiosity about post.
- ✓ Optimize your sharing of a post by adding additional commentary with it.
- ✓ Each time you engage with a post, it shows up on your followers' newsfeeds.





# Tags and Hashtags

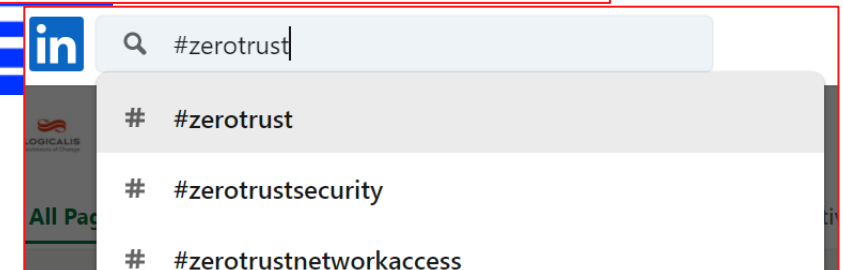
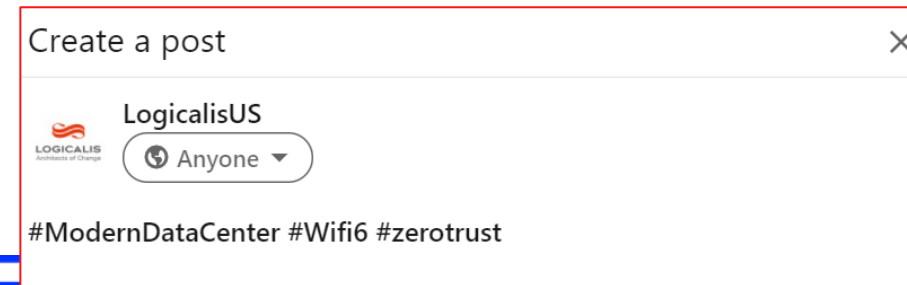


## Tags

- ✓ This term is also known as a mention.
- ✓ Company pages or people can be tagged.
- ✓ When a person is tagged in a post, they receive a notification.
- ✓ Implemented with an '@' symbol.

## Hashtags

- ✓ Hashtagging before a relevant keyword or phrase in a post helps to categorize those posts and show more easily in social platforms' search.
- ✓ Hashtag recommendations can be found in 'LogicalisUS Connection' section in the [Weekly Roundups](#) and [Messaging Frameworks](#).
- ✓ Implemented with a '#' symbol.



# Best Practices



Do *not* discuss sensitive business information online.



Report potential inappropriate social media violations to the Marketing Department.



Avoid engaging in argumentative language with customers and colleagues online.



Correct any grammatical or factual errors you may make.

# Best Practices



Be aware of your audience.



Respect copyright, trademark and colleague/customer privacy.



Avoid sponsorships, advertisements and endorsements that would cause conflicts of interest.



Make personal security a priority.



Post or engage 2-4 times per week.

# What to Post?


Relevant content from *@LogicalisUS* accounts.

Media pickups such as podcasts, articles & PRs around relevant industry topics.

Content from industry thought leaders, customers, colleagues & Partners.


Personal & professional accomplishments/feel good stories.

# Social Content


 **LogicalisUS**  
19,177 followers  
1w • 🌐

With 41% considering leaving their jobs, IT services providers can help you fill gaps, evolve and innovate, and drive greater **#agility** to change. Read article: <https://bit.ly/38q5Rs4>


**#greatresignation #turnovertsunami #ITskillsgap #MSP #managedservices**



The Great Resignation: How to Meet IT Skills and Talent Shortages  
logicalisinsights.com • 2 min read


 **Jonathan Groves** • 2nd  
Chief Executive Officer at LogicalisUS  
5h • 🌐

Coming from a military background myself, I acknowledge the **#militarytransition** can be a confusing time. I am hoping the addition of this MOS Code search functionality can ease the process for military personnel when seeking opportunity at our organization.

 **LogicalisUS**  
19,177 followers  
7h • 🌐

As a **#militaryfriendly** employer, we know the exponential value such background can bring to a team. Adding a **#Military** Occupation Specialty (**#MOS**) Code search functionality to our HR platform was a step to help members and **#veterans** navigate opportunities here at Logicalis. Read blogpost: <https://bit.ly/3yVPmio>

**#hiring #militarytalent #militarytransition #DEI**




## Logicalis Curated Content:

- Podcasts
- Blogs
- Press Releases
- Website Content etc.

## Thought Leadership Content:

- CIO Magazine
- CRN
- The Channel Company
- Flipboard.com


# Social Content

 **Microsoft**  
15,025,375 followers  
1w • 🌐

+ Follow ...

Industries adapting to cloud technology are thriving, driving a trend in "digital optimism."

Discover the positive impact of embracing today's cloud innovations:  
<https://msft.it/6047XH83U>



Digital optimism: Customers drive cloud and industry innovation with Microsoft technology  
blogs.microsoft.com • 6 min read

## Partner Updates:

- Conference Updates
- Solution Videos
- Specialized Certifications

 **Dwight Goble** • 1st  
Cloud Solutions Architect, focused on digitally transforming businesses with the  
1mo • 🌐

View my verified achievement from Microsoft.

How shall I expand on this achievement? Network/Security/DevOps/Data?



The badge is a blue shield-shaped emblem. At the top, it says 'Microsoft CERTIFIED'. In the center, a white banner contains the text 'AZURE SOLUTIONS ARCHITECT'. At the bottom, it says 'EXPERT'.

## Original Content:

- Sharing of certificate earned
- Picture from meeting/lunch (with permission)
- Inspirational quotes
- Logicalis content with personal commentary

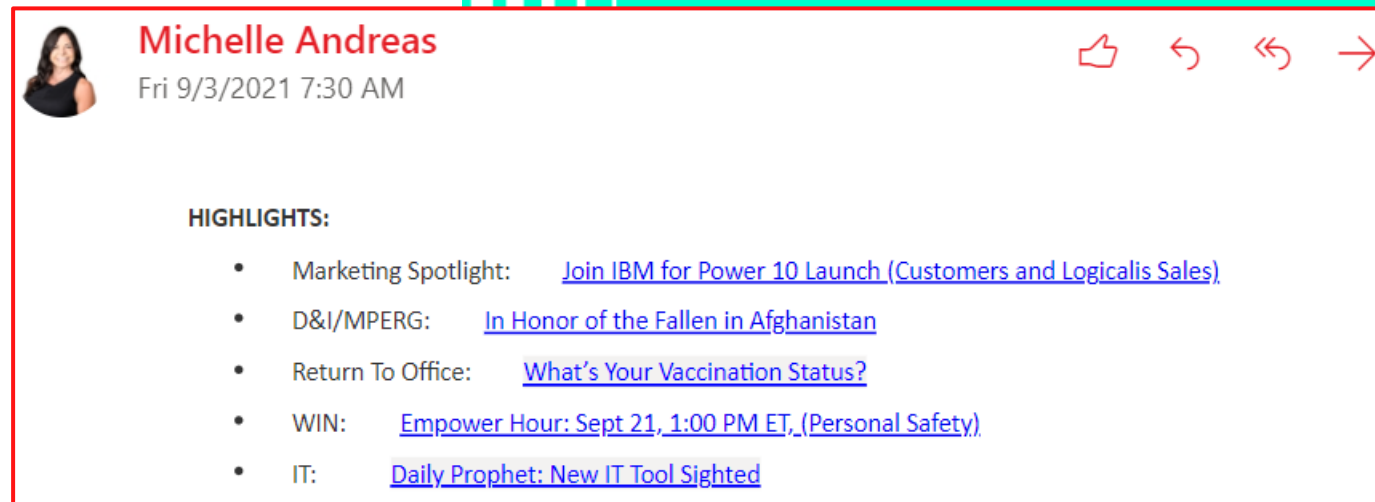
# Summary




- ✓ Customer-facing social media accounts increase opportunities to connect with customers.
- ✓ Online behavior affects real life reputation.
- ✓ Be mindful of how each social media platform serves you.
- ✓ Post or engage 2-4 times per week.
- ✓ Social media is an opportunity to connect with others, don't be afraid to use it!

# Linked Resources

- **Logicalis Fact Sheet**
- **Employee Social Media Policy**
- **LinkedIn Profile Banners**
- **Email Signatures with Social Media Links Instructions**
- **Messaging Frameworks**
  - Messaging recommendations per solution
  - Keywords used for hashtags
- **Weekly Roundups**
  - Housed within '**Updates**' folders, emails sent weekly
  - **Marketing Spotlights:** current campaigns
  - **LogicalisUS Connection:** social media highlights, hashtag recommendations



 **Michelle Andreas** 👍 ↶ ↷ →  
Fri 9/3/2021 7:30 AM

**HIGHLIGHTS:**

- Marketing Spotlight: [Join IBM for Power 10 Launch \(Customers and Logicalis Sales\)](#)
- D&I/MPERG: [In Honor of the Fallen in Afghanistan](#)
- Return To Office: [What's Your Vaccination Status?](#)
- WIN: [Empower Hour: Sept 21, 1:00 PM ET, \(Personal Safety\)](#)
- IT: [Daily Prophet: New IT Tool Sighted](#)



**Thank You!**

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